

## **OUTCOME: DURHAM ENJOYS A PROSPEROUS ECONOMY**

### **Committee Chairs:**

Ted Conner, Chamber of Commerce

Alan DeLisle, City of Durham, Office of Economic and Employment Development

### **Committee Members:**

Rena Abayhan, Chamber of Commerce

Reyn Bowman, Durham Convention and Visitor's Bureau

Rob Cushman, Technology Solutions, City of Durham

Arnold Dennis, Durham County Department of Social Services

Chris Dickey, City of Durham, Office of Economic and Employment Development

William Downey, L.A. Downey & Son, Inc. General Contractors\*

Kathy Elliott, Employment Security Commission

Trisha Gensic, City of Durham, Office of Economic and Employment Development

Deborah Giles, Equal Opportunity/Equity Assurance

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Carl Harris, Durham Public School

Reginald Hodges, Durham Literacy Center

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Ed Stewart, UDI CDC

Pat Sturdivant, Workforce Development

Carolyn Titus, Durham County

Tom White, Chamber of Commerce\*

James Wragge, City of Durham

### **What populations are we concerned about?**

All residents of Durham

### **What outcome do we want for this population?**

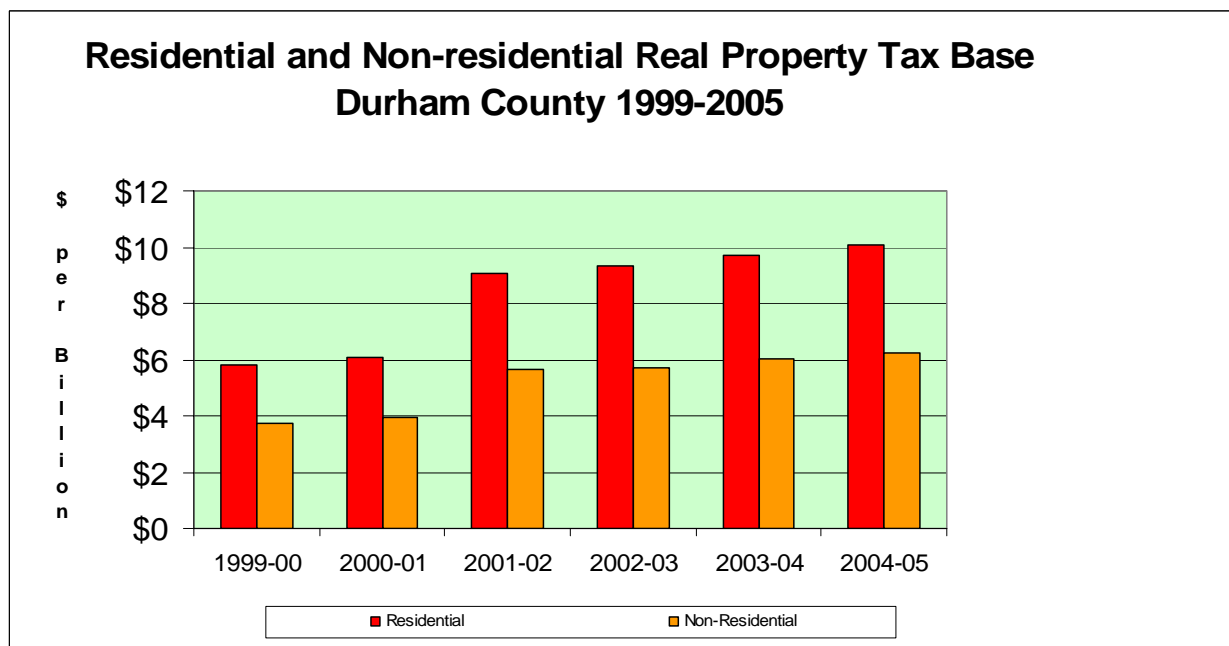
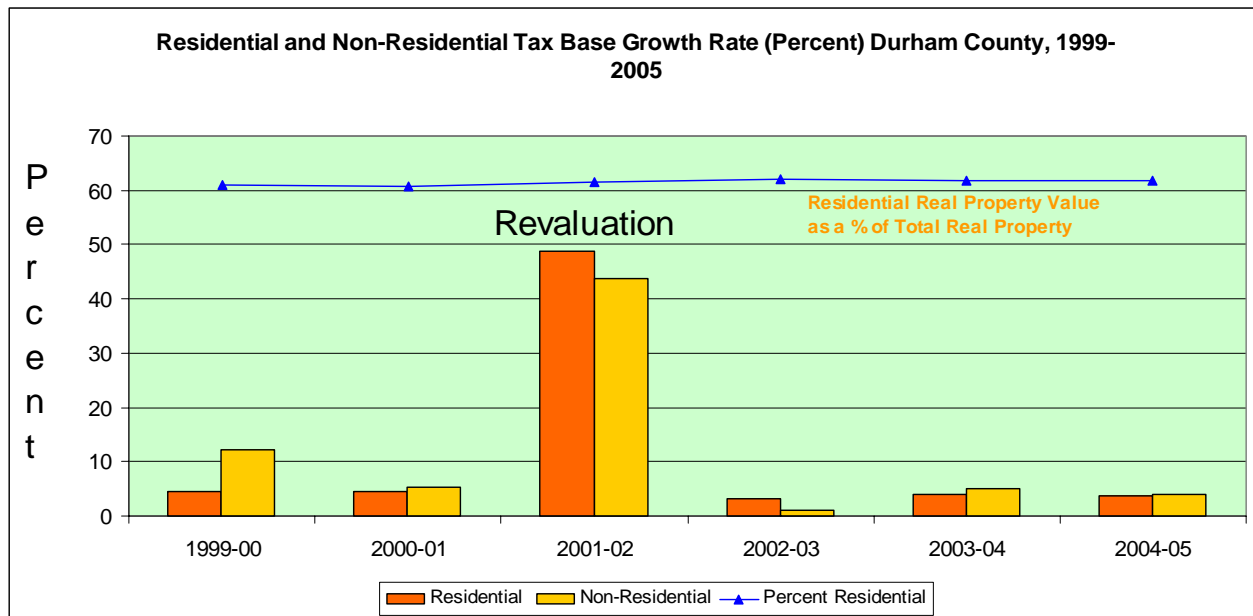
- a) Sustained economic development in Durham
- b) Healthy, growing, balanced tax base
- c) Gainful employment for our residents (self-sustaining, livable wage)
- d) Greater percentage of Durham residents holding Durham jobs
- e) Increased number of new commercial/industrial residential transfers to Durham
- f) Lower poverty rates

### **What indicators could help us as a community in Durham, measure our current status and if we are making progress on this outcome?**

- Tax Base (downtown, north east central Durham, state development zone, city wide commercial and industrial)

- Poverty Rates /Disparity in Wages Earned and Per Capita Income
- Annualized net employment growth for Durham residents
- Educational Attainment and dropout rate

### INDICATOR 1: Tax Base



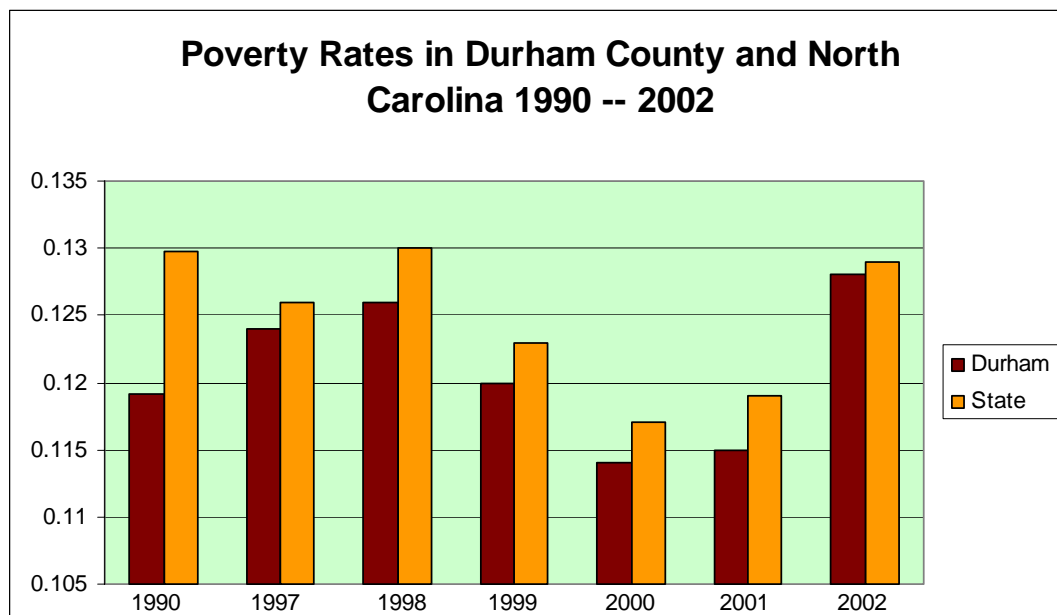
Additional Tax Base Indicators	FY 2005 Start	FY 2005 3 <sup>RD</sup> Quarter	Explanatory Information
Increase Assessed Value above	\$188,000,000	\$188,654,130	100.3% GIS: Run date

current - NECD			4/11/05
Increase Assessed Value above current - Downtown (includes residential)	\$421,000,000	\$476,758,300	113.2% GIS: Run date 4/11/05
Increase Assessed Value above current - State Development Zone	\$3,100,000,000	\$3,695,912,952	119.2% GIS: Run date 4/11/05
County sales tax	\$ 477,299,205 (1/05)		
City sales tax	\$ 410,749,174 (1/05)		

### Story behind baseline

- A. Durham County and City's tax base is growing and even former neglected areas of Durham are seeing renewed investment interest thereby generating additional tax revenues.
- B. The investment that the City and County are making in the downtown is yielding a positive return in the tax base for downtown.

### INDICATOR 2: Poverty Rate



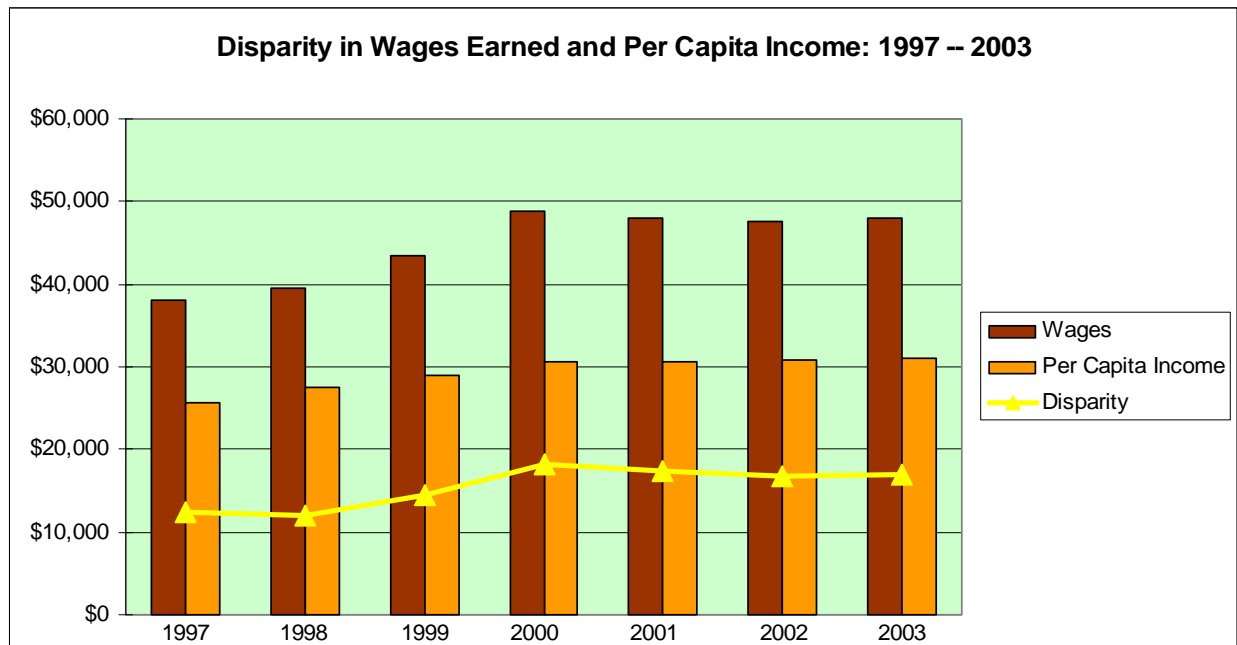
### Story behind baseline

- A. Poverty in Durham has risen, but it is not purely related to the economic downturn due to the fact that poverty was high even when the economy was more positive in the late 1990's.
- B. Anecdotal data attributes the change in poverty to Durham's changing demographics.
- C. Clearly there is a large portion of Durham residents not participating in the community's rebounding economy.
  - Failing to address the factors resulting in Durham residents not participating in the

community's economic vitality will have negative impacts upon community revitalization efforts and continue the fiscal and community services drain.

- On the individual level, the human needs of many Durham residents will not be met creating crime and education challenges.

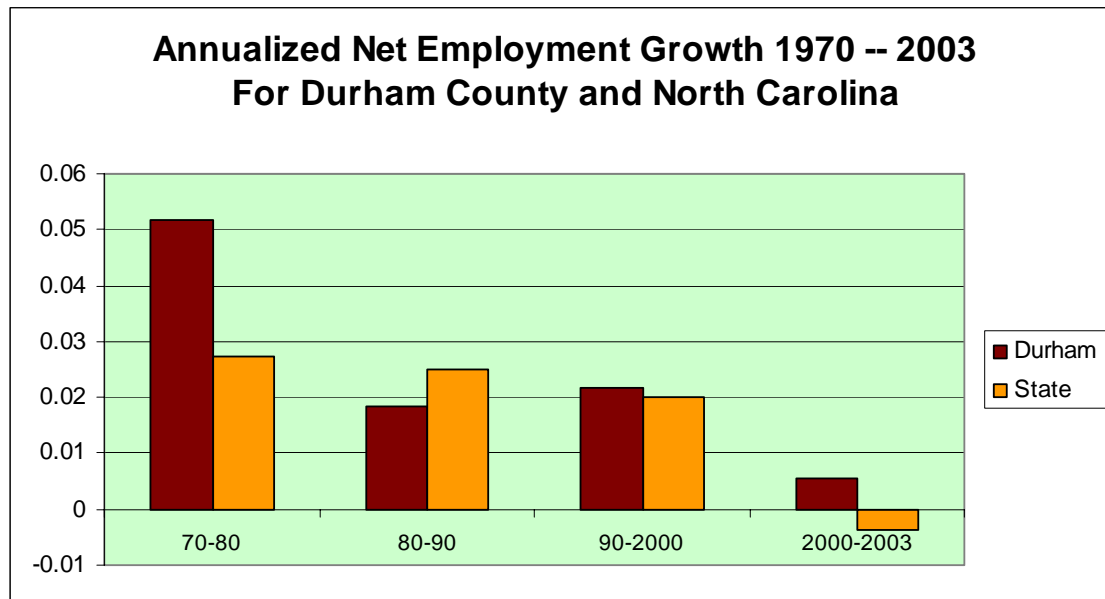
**INDICATOR 3: Comparison of Wages Earned by Workers in Durham County and Per Capita Income of Durham County Residents**



**Story behind baseline**

- A. Not all residents are competing successfully in the labor market
- B. Presence of poverty related barriers such as lack of high school diploma/GED and access to transportation and child care
- C. Inability to attract newcomers and transferees to live in Durham despite Durham County's proven ability to attract corporate investment
- D. If we stay on our current course, keep doing the same things or do nothing differently, the following could occur:
  - Challenge to remain #1 in average annual wages
  - Threat of per capita income dropping
  - Gap between wages and per capita income to widen
  - New and expanding business and industry to locate outside Durham
  - Business/commercial tax base declines
  - Threat of increased poverty rate

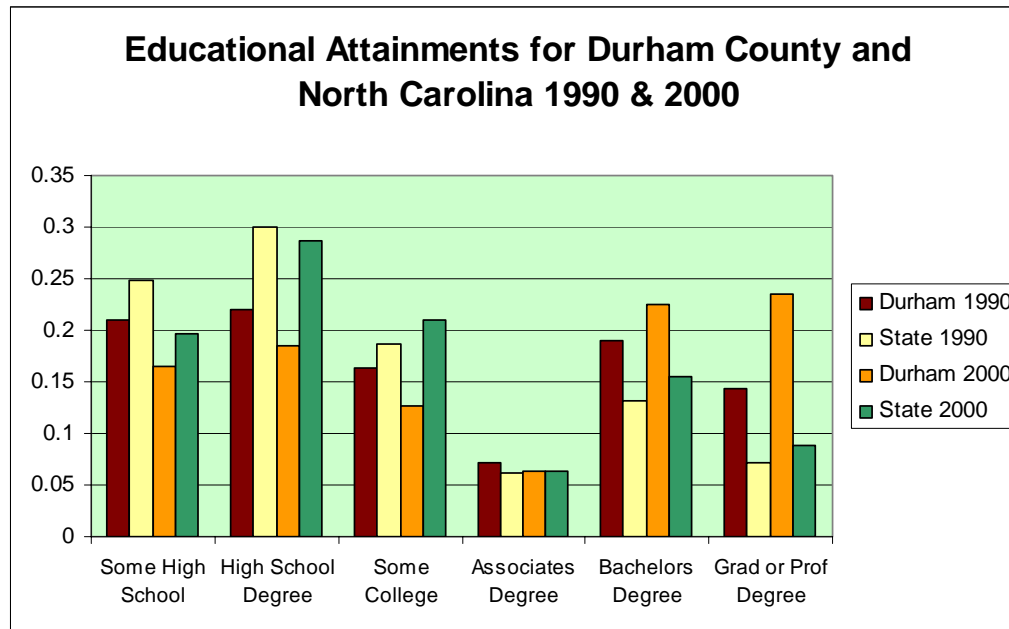
**INDICATOR 4: Annualized Net Employment Growth for Durham County Residents**



**Story behind baseline**

- A. Durham has seen a consistent increase in the number of Durham residents gaining employment since the 1970's.
- B. The number of Durham residents increased even in the period of 2000-2003 when the rest of the state saw employment gains slip.
- C. Durham's economy is evolving to meet the changing employment needs of the national and global economy.
- D. With Durham's economy evolving, there is a continued need to improve the educational attainment of Durham residents in order to improve their ability to compete for jobs in a global marketplace.

## **INDICATOR 5: Educational Attainment and Dropout Rate**



### **Story behind baseline**

Durham's workforce system must be ready to prepare for nearly 4,300 new jobs expected to be created in the county each year for the next eight years. Well over half of these jobs will required at least two years of college, and 42% will require a least a four-year degree. If we do not continue to see the educational attainment rates go up and the drop out rate go down, Durham residents will not be prepared to take advantage of the new jobs being created. The large number of inadequately prepared residents significantly impacts Durham's overall economic welfare.

### **Who are the partners who have a role to play in doing better, and who would ideally be involved in a much more extensive version of this process?**

- Workforce Development Board
- Realtors, homebuilders and corporate relocation specialists
- Chamber of Commerce
- Durham Convention and Visitors Bureau
- Durham Technical Community College
- Durham Public Schools
- Local universities (NCCU and Duke)
- Media
- Neighborhood associations
- Faith community
- Non-profit community